

Governor's
WORKFORCE
SUMMIT 2008
February 8, 2008





Preparing Maryland's Workforce to Compete Globally


Kenneth E. Poole, Ph.D.

President
CREC

Executive Dir.
C2ER

Center for
Regional
Economic
Competitiveness


THE COUNCIL FOR COMMUNITY
AND ECONOMIC RESEARCH



The Workforce Supply: Key Demographic Trends

Maryland's Population by Age, 2006

Age Group	Population	Generation
0-4	~35,000	Other
5-9	~38,000	Other
10-14	~38,000	Other
15-19	~38,000	Other
20-24	~38,000	Other
25-29	~38,000	Other
30-34	~38,000	Other
35-39	~38,000	Other
40-44	~40,000	Other
45-49	~40,000	Other
50-54	~40,000	Other
55-59	~38,000	Other
60-64	~35,000	Other
65-69	~30,000	Other
70-74	~25,000	Other
75-79	~20,000	Other
80-84	~15,000	Other
85+	~10,000	Other


Maryland's Population Growth Rates by Race or Ethnicity, 2000-2006


Race or Ethnicity	Population	Growth Rate (2000-2006)
White alone	11,348	-0.3%
Black or African American	88,077	5.6%
Asian	35,901	15.1%
Hispanic or Latino (of any race)	108,47	47.6%

Maximum Educational Attainment Achieved

Education Level	Maryland (%)	United States (%)
Less than 9th Grade	~5.0%	~7.0%
9th-12th Grade; No Diploma	~10.0%	~10.0%
High School Graduate	~28.0%	~30.0%
Some College; No Degree	~20.0%	~20.0%
Associate's Degree	~10.0%	~10.0%
Bachelor's Degree	~20.0%	~18.0%
Graduate or Professional Degree	~15.0%	~12.0%

Center for
Regional
Economic
Competitiveness


THE COUNCIL FOR COMMUNITY
AND ECONOMIC RESEARCH




Maryland's Economic Dev. Focus Areas: Creating a World Class Workforce

Workforce Skill Requirements	Advanced & 4-year Degrees	Some Post-Sec (2 Years or Tech Certificates)	Experienced Semi-skilled Labor	Unskilled Labor
Target Sectors				
Biosciences	X	X	x	x
Advanced technologies				
–Information communications technologies	X	X	x	x
–Alternative energy technologies	X	X	x	x
Aerospace & defense	X	X	x	x
Arts & film	x	X	X	x
Finance & insurance	X	X	x	x
Manufacturing	x	X	X	x
Transportation				
–Ports and trucking	x	X	X	x
–Rail and transit	x	X	X	x
Tourism & retail	x	x	X	X
Resource-based industries	x	x	X	X
Small business	X	x	X	x

Center for
Regional
Economic
Competitiveness **C2ER** THE COUNCIL FOR COMMUNITY
AND ECONOMIC RESEARCH

3



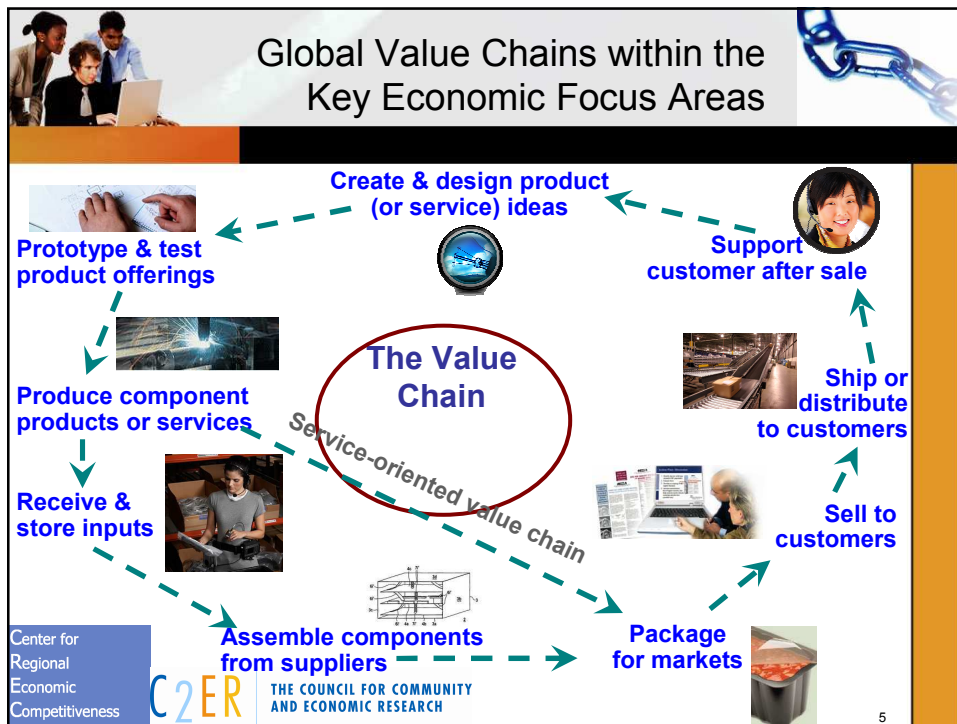
Career Potential in Different Economic Functional Areas

	Design	Production	Logistics
High-level	50%	25%	11%
Mid-level	35%	38%	80%
Entry-level	15%	37%	9%

Center for
Regional
Economic
Competitiveness **C2ER** THE COUNCIL FOR COMMUNITY
AND ECONOMIC RESEARCH

Source: Collaborative Economics

4

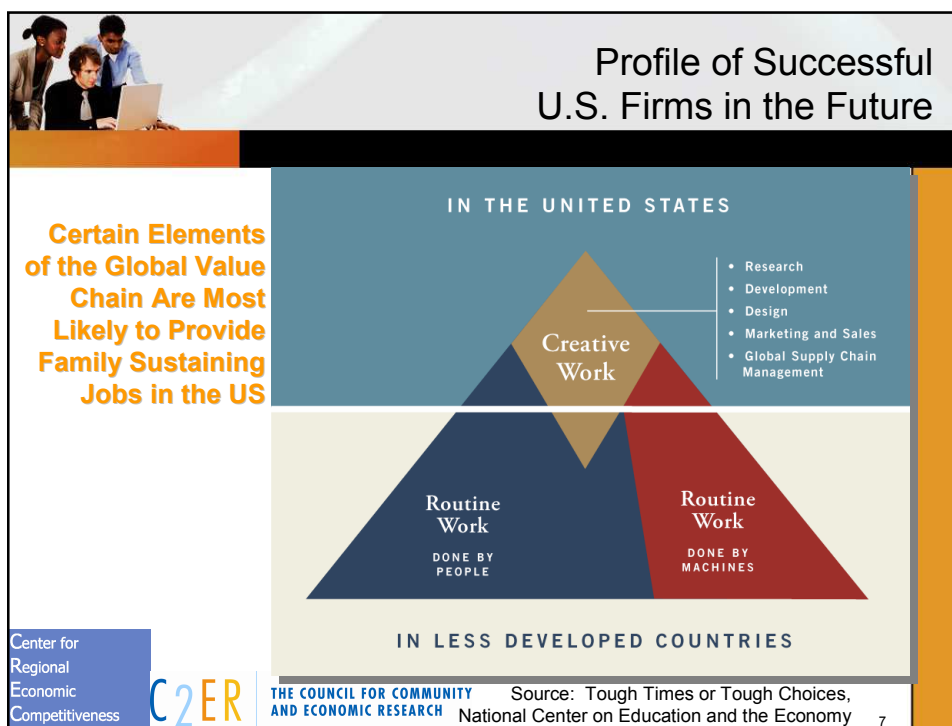


If the World is “Flat,” Why Bother Trying to Compete?

- Companies have **global** supply chains
- Competitive edge for inter-chain linkages based on WORLD CLASS firms
- Regional economies **rely on their firms to succeed** in global value chains
- Capital more mobile than labor
- People (labor) can differentiate states/regions

Center for Regional Economic Competitiveness **C2ER** THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH

6



Key Attributes to Consider in Developing a Competitive Workforce

- **Quantity of Labor Force**
 - Number of available workers
 - Relative wages of workforce (potential for availability)
- **Quality of Labor Force**
 - Soft skills and life skills
 - Educational attainment
esp. for middle and higher skill jobs
 - Willingness to learn/try new things
 - Inherent talent of existing workforce
 - Uniqueness of worker skills
- **Attractiveness of Place**
 - Available amenities to develop and retain talent
 - Proximity to well paying jobs & affordable homes

Center for Regional Economic Competitiveness **C2ER** | THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH 8



Macro Trends Are Changing the Playing Field for Regional Leaders

1. Increasing **inter-community** economic linkages
2. Fewer **high profile** “sales-based” business development opportunities
3. Greater public concern for **transparent** investments
4. More **stakeholders** involved in economic development decision making
5. “**Workforce talent**” = the competitive differentiator for many regions

In short...we (as “Change Agents”) need to take on **new ROLES** and develop **new SKILLS** to succeed...

Center for
Regional
Economic
Competitiveness



THE COUNCIL FOR COMMUNITY
AND ECONOMIC RESEARCH

9



Private Sector's Role in addressing skill shortages...

- *Private sector* - where it all begins
 - Take calculated risks in exploiting new **global** opportunities
 - Recognize/embrace **new** business models
 - Become engaged as **civic entrepreneurs**...
 - Come together to articulate needs
 - Don't just complain about the problems
 - Invest in workers as **corporate assets** rather than balance sheet liabilities





Center for
Regional
Economic
Competitiveness



THE COUNCIL FOR COMMUNITY
AND ECONOMIC RESEARCH

10




Economic & workforce development's roles in addressing skill shortages...

- *Econ & WF Dev* - Key Change Agents
 - Remain focused on improving standard of living as primary goal
 - Master how your region's economic value chains function
 - Prioritize efforts to help the industries and occupations most important to regional growth
 - Learn to anticipate targeted opportunities
 - Become highly engaged conveners, facilitators whose function is to leverage the investments of both the private and public sectors





Center for Regional Economic Competitiveness **C2ER** THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH

11




P-20 Education's roles in addressing skill shortages...

- *P-20 Education* – THE Key to Success
 - Understand the critical role of both **life** skills AND **technical** skills in life
 - Help teachers, parents and students understand **real world** economic conditions and opportunities
 - Encourage **entrepreneurial** behaviors in schools (among students, teachers, parents, and administrators)
 - Teach toward the **comprehensive** skill set
 - Life and living skills (preparation)
 - Research and learning skills (adaptability)
 - Creativity and imagination skills (innovation)
 - Civic and social roles skills (responsibility)
 - International and multicultural skills (global)





Center for Regional Economic Competitiveness **C2ER** THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH

12




Implications for Policy...



- Integrate economic and workforce development **investment priorities**
 - Engage the private sector in setting those priorities
 - Align planning processes among education, workforce dev., and economic dev. systems
 - Celebrate differences in the policy priorities
- Invest in preparation for **middle skill** jobs as well as the highest skills
- Invest in an **efficient** P-20 system that prepares a competitive workforce
 - Increases **expectations** of quality among graduates
 - Reduces investments in **remediation** by getting it right the first time
 - Makes education **relevant** to learners and economy

Center for Regional Economic Competitiveness **C2ER** | THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH

13




Our Economy Is Competing with the World!

Is Our Workforce Ready? Is Our Workforce Development System Ready?

Thank you!

Ken Poole
703-522-4980
kpoole@c2er.org

www.creconline.org
and www.c2er.org



Center for Regional Economic Competitiveness **C2ER** | THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH

14